

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Return On Assets* (ROA), *Return On Equity* (ROE), *Earning Per Share* (EPS), dan *Net Profit Margin* (NPM) terhadap harga saham perusahaan asuransi yang terdaftar di Bursa Efek Indonesia. Data analisis yang digunakan adalah data sekunder yaitu laporan keuangan perusahaan pada tahun 2015 – 2017.

Populasi dalam penelitian ini sebanyak 12 perusahaan asuransi yang memenuhi kriteria, sehingga teknik pengambilan sampel dalam penelitian ini menggunakan sampel jenuh. Metode analisis yang digunakan adalah analisis deskriptif dan analisis inferensial dengan menggunakan analisis regresi linier berganda.

Hasil penelitian dengan analisis deskriptif menunjukkan bahwa *Earning Per Share* (EPS), *Net Profit Margin* (NPM), dan harga saham perusahaan asuransi berada pada posisi relatif rendah, sedangkan *Return On Assets* (ROA) dan *Return On Equity* (ROE) perusahaan asuransi berada pada posisi relatif cukup besar. Hasil penelitian dengan analisis inferensial menunjukkan bahwa *Earning Per Share* (EPS) dan *Net Profit Margin* (NPM) berpengaruh signifikan terhadap harga saham, sedangkan *Return On Assets* (ROA) dan *Return On Equity* (ROE) berpengaruh tidak signifikan terhadap harga saham.

Kata Kunci: *Return On Assets* (ROA), *Return On Equity* (ROE), *Earning Per Share* (EPS), *Net Profit Margin* (NPM), harga saham.

ABSTRACT

This research aimed to examine the effect of Return On Assets (ROA), Return On Equity (ROE), Earning Per Share (EPS), and Net Profit Margin (NPM) on the share prices of insurance companies which were listed on Indonesia Stock Exchange. While, the data were secondary which in the form of company's financial statements 2015-2017.

The population was 12 insurance companies which met the criteria. Moreover, the data collection technique used saturated sampling. Furthermore, the data analysis technique used descriptive analysis and for inferential analysis, it used multiple linier regression analysis.

The research result, from descriptive analysis, concluded Earning Per Share (EPS), Net Profit Margin (NPM), and the shares price of insurance companies were in relatively low position. On the other hand, Return On Assets (ROA) and Return On Equity (ROE) of insurance companies were in relatively large position. Meanwhile, the research result, from inferential analysis, concluded Earning Per Share (EPS) and Net Profit Margin (NPM) had significant effect on the shares price. In contrary, Return On Assets (ROA) and Return On Equity (ROE) had insignificant effect on the shares price.

Keywords: *Return On Assets (ROA), Return On Equity (ROE), Earning Per Share (EPS), Net Profit Margin (NPM), Shares Price*